



SLRmag.co.uk

2025 Media Pack

WE GET RETAIL

The leading media portfolio for the locally owned retailing sector in Scotland.



WE GET RETAIL

WHY SLR?

SLR Magazine is the only title in Scotland dedicated to local retailers.

Each member of our team has specialised knowledge of the local retailing sector, accumulated over many years.

Our readers trust in SLR to deliver the news, advice and views that they want, in the formats that they need.

What's more, we are the only title to have owned and run our own convenience store, giving us a unique insight into the challenges local retailers face on a daily basis, as well as the opportunities for growth.

Our unique view and experience is further enhanced by our unrivalled network of Scottish retailer contacts, who help us understand the sector in a way that no other title can match.

We are also the only award-winning convenience trade title in Scotland with a number of prestigious PPA Awards to our name.

Our subsequent successes prove that we deliver a high quality, creative and brave title that consistently meets the needs of its readers and its advertisers.

SLR is sent to retailers from across Scotland's grocery industry, including c-stores, co-ops, off licences, CTNs, petrol forecourts

and grocers, as well as buyers, wholesalers, cash and carries, manufacturers and distributors in the UK.

It's also sent to key trade body personnel and other companies and institutions whose work benefits all of the above.



SLR HAS THE HIGHEST REQUESTED AND MOST UP-TO-DATE CIRCULATION IN SCOTLAND

SLR is audited by ABC – the leading industry-owned auditor for media products and we have the highest requested circulation in Scotland

- * **TOTAL NET CIRCULATION – 6,771**
- * **ABC AUDIT PERIOD JULY 2023 – JUNE 2024**

SLR is sent to retailers drawn from the grocery industry including c-stores, co-ops, off licences, CTNs, petrol forecourts and grocers in Scotland. Plus, buyers from the fascias, wholesalers, cash & carries, manufacturers and distributors in the UK; as well as individuals from trade bodies and other companies/ institutions whose work benefits all of the above. SLR is audited by ABC – the leading industry-owned auditor for media products. We have the highest requested circulation in Scotland.



DID YOU KNOW?

SLR was named business & professional magazine of the year at the very first PPA Scotland awards, competing with literally every trade title from every industry across the country.

SLR has gone on to win many other PPA awards including business & professional editor of the year, business & professional magazine of the year (for the second time) and sales initiative of the year

WE GET RETAIL

SLR: WE GET RETAIL

WHY USE SLR AND WWW.SLRMAG.CO.UK?

SLR is the only title ever to have owned and run its own convenience store for five years.

Our award-winning portfolio of magazines, supplements, websites and face-to-face events make us your ideal partner for your trade marketing activities for the dynamic, ever-changing face of local retailing in Scotland.

SLR MAGAZINE

- * ABC audited, highest requested circulation in Scotland.
- * Unrivalled Network of quality Scottish local retailer contacts.
- * Expert editorial team with more than 80 years of combined local retailing sector experience.
- * Close partnerships with Scotland's leading industry associations, SWA and SGF
- * Adaptable and flexible editorial projects and case studies to drive retailer engagement
- * Bespoke Round Table Opportunities



CATEGORY PROJECTS



ROUND TABLES



COMPETITIONS



PUBLISHERS OF THE SGF ANNUAL HANDBOOK



FALSE FRONT COVER ADVERTISING



GIVEAWAYS

WE GET RETAIL

2025 FEATURES LIST

JANUARY

- * Smoking Alternatives (Vaping, Heated Tobacco, Nicotine Pouches)
- * Spring occasions (Pancake Day, Valentine's, Mother's Day, Easter)
- * Symbol Group, Fascia, Franchise Guide

FEBRUARY

- * Impulse essentials (Crisps & Snacks, Soft Drinks, PMPs)
- * Forecourts
- * Beer & Cider

MARCH

- * Confectionery (Chocolate, sweets)
- * Tobacco (RYO, Cigars, Accessories)
- * Refrigeration

APRIL

- * Summer socialising (BBQ, alcohol, soft drinks, snacks and sharing)
- * In-Store services (Post Office, Banking, Parcels, laundry, chemist)
- * Ice cream

MAY

- * Sports & Energy Drinks
- * Breakfast (cereal, cereal bars, spreads, fruit juices, smoothies, hot drinks, bread, in-store bakery, FTG)
- * Smoking Alternatives (Vaping, Heated Tobacco, Nicotine Pouches)

JUNE

- * Alcoholic RTDs
- * Summer soft drinks
- * Confectionery (Chocolate, sweets)

JULY

- * Retail technology (epos, CCTV, ESEs, self serve tills, headsets)
- * Packed lunch and Back to School
- * Forecourts

AUGUST

- * Halloween (Confectionery, Soft Drinks, Alcohol, Snacks)
- * Smoking Alternatives (Vaping, Heated Tobacco, Nicotine Pouches)
- * Tea & Coffee (Packaged Tea & Coffee, Pods, Iced Coffee)

SEPTEMBER

- * Symbol Group, Fascia, Franchise Guide
- * Big Night In (Confectionery, Soft Drinks, Alcohol, Snacks)
- * Food to go

OCTOBER

- * Christmas confectionery
- * Smoking Alternatives (Vaping, Heated Tobacco, Nicotine Pouches)
- * Forecourts

NOVEMBER

- * Christmas Alcohol (including Wines, Beers, Ciders & Spirits)
- * Tobacco (RYO, Cigars, Accessories)
- * Christmas Soft Drinks

DECEMBER

- * Low and no alcohol
- * What's in store for 2026
- * Easter

WE GET RETAIL

DISPLAY ADVERTISING RATE CARD

Thanks to its unique relationship with local retailers in Scotland, SLR offers unrivalled quality of access to the local retailing sector.

After almost five years of owning and managing our own store we have created uniquely strong bonds with the retailing community in Scotland.

This relationship translates into high quality content that is informed by our first-hand experience of running a store ourselves. No other trade title in the UK benefits from this experience at the sharp end of retailing.

ARTWORK SPECIFICATIONS

SIZE	TRIM	BLEED
DPS	420MM X 297MM	426MM X 303MM
FULL PAGE	210MM X 297MM	216MM X 303MM
HALF PAGE	190MM X 131MM	196MM X 137MM
HALF PAGE DPS	420MM X 145MM	426MM X 151MM
VERTICAL STRIP	77MM X 279MM	83MM X 285MM
BOOKENDS	71MM X 297MM	77MM X 303MM

PREMIUM POSITIONS

False Front cover	£4,000
Bellyband	£2,500
Spreadmarker with Centre DPS	£4,500
Company Profile 3 Editorial Pages + Full Page	£5,000
*Feature Takeover	£5,000
Symbol Spotlight 4 Pages Inside Business	£3,500
News Partner*	£3,500
Product News Partner*	£3,000
Off-Trade Partner*	£3,000

* Prominent logo in section, lead editorial, representative headshot and comment, FP Ad

Disruptive Spike **£2,000**

Creative editorial in style of choosing in feature for maximum impact with FP Ad

*Vertical strip on every editorial page in chosen feature plus DPS advert

DOUBLE PAGE SPREADS

DPS	£3,000
DISRUPTIVE DPS	£3,500
Centre DPS	£3,500
DPS EDITORIAL	£4,000
Half Page DPS	£2,000

FULL PAGES

outside back cover	£2,500
guaranteed position	£2,250
full page	£2,000

FRACTIONAL ROP

Half page	£1,200
Vertical strip	£1,200
Bookends	£2,000

SPECIAL OPTIONS

PRODUCT SAMPLES, GATEFOLDS, LOOSE AND BOUND INSERTS AVAILABLE ON REQUEST. COST DEPENDENT ON PAPER WEIGHT AND VOLUME.

SPECIAL OFFER

MAGAZINE TAKEOVER

- * FALSE FRONT COVER
- * SPREADMARKER WITH CENTRE DPS
- * OUTSIDE BACK COVER
- * 2 X FULL PAGES

£10,000



When creating PDF files please apply cropmarks, 3mm bleed and embed all fonts. All images incorporated within the advert should be high resolution (300dpi) and CMYK colour mode, not RGB.

If you're in any doubt as to your artwork, as long as its set to the correct sizes 300DPI and CMYK we can accept JPEG artwork.

WE GET RETAIL

SLR WEBSITE & DIGITAL EDITION

Benefitting from a dedicated editorial and content team, SLR's website and digital platforms provide the ultimate digital resource and the only multi-platform title retailers need to keep up to date with current news, events, trends and products within the Scottish convenience sector. Welcome to slrmag.co.uk

11,025
unique users (per month)

30,764
impressions (per month)



WWW.SLRMAG.CO.UK
UPDATED DAILY WITH NEWS

SPONSORED OPPORTUNITIES

WEEKLY NEWSLETTER

- * Weekly Roundup
- * Competitions

EMAIL MARKETING & SOCIAL MEDIA

- * customised mailer **£1,000**
- * Sponsored Tweet **£500**



2,700
FOLLOWERS



980
FOLLOWERS



E NEWSLETTERS

Weekly Newsletters to our digital community

bespoke e-newsletter opportunities



32% OPEN RATE

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SLRMAG.CO.UK PROMOTIONAL OPPORTUNITIES

SLR's multi-channel platform combining website, digital editions, social media channels, video adverts, e-newsletters and bespoke mailers offer a wealth of opportunities to communicate directly with engaged retailers.

NEWSLETTER ADVERTISING OPPORTUNITIES

SLR NEWSLETTER TAKEOVER

- * Banner at the top of the newsletter
- * Newsletter tweet promoting the sponsorship
- * One of the newsletter stories linking to an article about the sponsor's products/services that will have been published on slrmag.co.uk

1 Month £1,000
1 Week £750

EMAILERS

Single £1,000
Block of 3* £1,500
**must be used within 4 weeks*

BANNER AD IN WEEKLY NEWSLETTER £300

600 wide x 150 deep jpg or gif. max file size 100kB

WEBSITE ADVERTISING OPPORTUNITIES

SLR HOMEPAGE TAKEOVER

- * Leaderboard
- * Skyscrapers
- * Banners
- * Video
- * Bespoke Emailer
- * Thought Leadership/Category Piece, Sponsored Tweet
- * Facebook Competition
- * Editorial Support

1 Month £4,000
1 Week £1,500

LEADERBOARD £500

SKYSCRAPER £400

VIDEO £350

MPU £350

BANNER £300

TWITTER SPONSORED TWEET £500

ARTWORK SPECIFICATIONS

FORMAT

- LEADERBOARD** (BESIDE LOGO)
- LEAD STRAP** (ON THE HOME PAGE UNDER THE MAIN NAVIGATION MENU)
- SECTION BANNER** (ABOVE PRODUCT NEWS)
- SKYSCRAPER** (VERTICAL, EITHER SIDE OF MAIN CONTENT)
- MPU**

SIZE

- 728 X 90
- 1090 X 90
- 778 X 90
- 120 X 600
- 300 X 300

ALL SIZES IN PIXELS, HORIZONTAL X VERTICAL.
MAXIMUM FILE SIZE 100KB, JPG OR GIF

PLEASE NOTE THAT SKYSCRAPERS WILL NOT BE VISIBLE ON SCREENS THAT ARE LESS THAN 1398 PIXELS ACROSS

SPECIAL OFFER

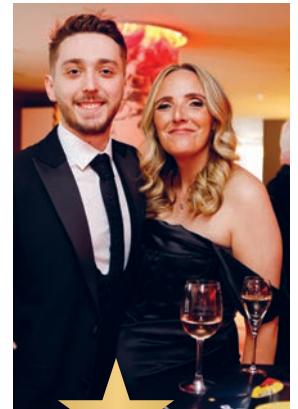
1 MONTH DIGITAL TAKEOVER (WEBSITE + E-NEWSLETTER)

- * LEADERBOARD
- * BANNER
- * SKYSCRAPER
- * VIDEO
- * BESPOKE MAILER
- * THOUGHT LEADERSHIP/ CATEGORY PIECE
- * SPONSORED TWEET ON SLR TWITTER
- * FACEBOOK COMPETITION
- * EDITORIAL SUPPORT

£5,000

WE GET RETAIL

SLR AWARDS 2025 – THE CATEGORIES

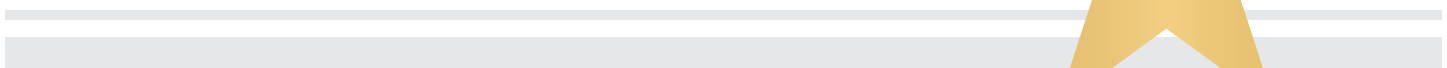


IN-STORE CATEGORIES

- ★ Bread & Bakery Retailer of the Year
- ★ Confectionery Retailer of the Year
- ★ Food to Go Retailer of the Year
- ★ Forecourt Retailer of the Year
- ★ Fresh & Chilled Retailer of the Year
- ★ Off-Trade Retailer of the Year
- ★ Scottish Brands Retailer of the Year
- ★ Soft Drinks Retailer of the Year
- ★ Vape Retailer of the Year

IN-ACTION CATEGORIES

- ★ Community Retailer of the Year
- ★ New Store of the Year
- ★ Refit the Year
- ★ Sustainability Retailer of the Year
- ★ #ThinkSmart Innovation Award
- ★ Team of the Year
- ★ Special Recognition
- ★ Outstanding Achievement
- ★ Scottish Local Retailer of the Year



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SLR AWARDS 2025 – SPONSORSHIP



GOLD PARTNER PACKAGE £10K

PRE-AWARDS COVERAGE

- * Logo on all SLR house advertisements promoting the awards from launch to post event
- * Logo and company information on sponsors page of SLR Awards website.
- * SLR to announce sponsorship on SLR Twitter Feed
- * Opportunity to participate in the On-Road Judging of the Shortlisted Stores with SLR Editorial Team
- * Customised email newsletter to Shortlisted Retailers sent by SLR on your behalf
- * Sponsors Q+A in Awards Digital launch Brochure
- * Individual Sponsor branded tweet announcing the finalists in each category

ON THE NIGHT

- * Logo on Event AV
- * Ad in the menu and programme
- * Logo on Award Trophy
- * Presentation of Award to winning retailer on stage
- * 10 Places at the Gala Dinner
- * Live Twitter Coverage on SLR Feed
- * Product Placement Opportunity
- * Individual Sponsor branded tweet announcing the winners in each category

POST AWARDS

- * Editorial Coverage across SLR Channels (Print, Digital, Social)
- * Full Page Advert in SLR Award Winners Digital Handbook
- * SLR Awards Website Logo and company profile on the SLR Awards website
- * Branding in the SLR Awards feature in the Oct 2023 issue of SLR



If you are interested or for more information contact Garry Cole on 07846 872738 or Helen Lyons on 07575 959915, alternatively you can email at gcole@55north.com

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ABOVE AND BEYOND AWARDS 2025

Shining a light on Scotland's local store heroes – launched in 2024, the Above and Beyond Awards are a powerful celebration of Scotland's heroic convenience sector employees.

**INDEPENDENT STORE COLLEAGUE
- SYMBOL GROUP MEMBER**



COMPANY-OWNED



BUSINESS BOOSTER

AVAILABLE

TEAM AWARD



UP & COMING STAR



LONG SERVICE AWARDS



ASTONISHING ACT

AVAILABLE



PREMIUM PARTNER PACKAGE

- * Logo on all house advertisements promoting the awards from launch to post event.
- * Sponsor comment, logo, and bio in the awards launch issue.
- * Logo and company information on the awards entry web site
- * SLR to announce sponsorship on our Twitter Feed
- * Opportunity to participate in the virtual judging sessions.
- * Coverage on SLR website and social media channels

AT THE LUNCHTIME EVENT

- * Logo on the event AV
- * Opportunity to present the award to the winner.
- * Logo and advertisement on the menu and programme
- * 2 places at the winner's lunch
- * Live twitter coverage on the SLR Twitter feed

POST EVENT

- * One full page display advertisement in SLR winners feature.
- * Coverage on social and digital channels

WE GET RETAIL

MEET THE TEAM



Antony
Begley
**PUBLISHING
DIRECTOR**
abegley@55north.com



Sarah
Britton
**DEPUTY
EDITOR**
sbritton@55north.com



Richard
Chaudhry
**DESIGN & DIGITAL
MANAGER**
rchaudhry@55north.com



Helen
Lyons
**SALES & MARKETING
DIRECTOR**
hlyons@55north.com



Gaelle
Walker
**FEATURES
EDITOR**
gwalker@55north.com



Cara
Begley
**EVENTS &
OPERATIONS
MANAGER**
cbegley@55north.com



Garry
Cole
**ADVERTISING
MANAGER**
gcole@55north.com



Findlay
Stein
**WEB
EDITOR**
fstein@55north.com

CONTACT US

For further information on advertising please call Garry Cole on **07846 872738** or email gcole@55north.com, Alternatively you can call Helen Lyons on **07575 959915** or email her at hlyons@55north.com

55 North Ltd, Waterloo Chambers, 19 Waterloo Street, Glasgow G2 6AY www.slrmag.co.uk